

# Trends and Problems of Information and Communications Technology (ICT) in Indonesia from the Perspective of Media Framing

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## Abstrak

Penelitian ini bertujuan untuk mengkaji cara media membingkai kecenderungan dan masalah-masalah yang berhubungan dengan ICT di Indonesia. Penelitian ini menggunakan model framing dari Robert N Entman untuk menganalisis *headline* di majalah ICT. Media melihat perkembangan ICT seperti pedang bermata ganda yang jika tidak digunakan secara bijak akan melukai penggunanya. Perkembangan ICT di Indonesia ditandai dengan kepentingan dan fluktuasi pekerja asing yang mempunyai kualifikasi tertentu yang cenderung membawa ancaman bagi negara. Di samping itu usaha-usaha pemerintah untuk mengembangkan internet berbasis perolehan ekonomi dan pembingkai posif dari majalah ICT

**Kata kunci:** Informasi, Komunikasi dan Teknologi, Media Massa, Framing, Majalah ICT

## Abstract

*This research aims to study the way the media frame the trends and the problems of Information and Communications Technology (ICT) in Indonesia. This research uses Robert N Entman's framing model to analyze ten headlines in ICT Magazine. The media see the development of ICT as a double-edged sword, when it is not used wisely it would hurt its users. The development of ICT in Indonesia is characterized by certain interests and the influx of foreign workers having special qualifications which tend to bring disadvantage to the state. In addition, the government's efforts to develop an internet-based economy gain great concern and positive framing from ICT Magazine.*

**Keywords:** Information, Communications and Technology, Mass Media, Framing, ICT Magazine

## Introduction

The trend and development of information and communications technology in Indonesia are well reflected on the report of ICT Index released by the International Telecommunication Union (ITU) in the late of 2015 (ICT Development Index, 2015). ITU, the UN section concerning with telecommunications and information technology, has released the world ICT Development Index (IDI) in the progress report of the Information

Society.

In this index, Indonesia is on the 108<sup>th</sup> position in which its IDI value is only 3.94. This position is below from the other ASEAN countries such as Singapore getting 8.08 point and it is on the 19<sup>th</sup> position in the world. Malaysia is far above Indonesiain which it stays in the 64<sup>th</sup> position. Other ASEAN countries, such as Brunei Darussalam occupies the 71<sup>st</sup> rank, Thailand stays on the 74<sup>th</sup> level, Philippines gets the 98<sup>th</sup>

position, and Vietnam at the 102<sup>nd</sup> position (4.28 points).

Compared to its position in 2010, Indonesia moves up 1 point (from 109<sup>th</sup> to 108<sup>th</sup> position). At that time, Indonesian IDI value was 3.11. Meanwhile for the regional position, Indonesia is ranked 18<sup>th</sup>. The highest IDI score in Asia-Pacific is achieved by Korea followed by Hong Kong, Japan, Australia, New Zealand and Singapore. For the global level, Korea is in the first rank in which it gets 8.93 points followed by Denmark, Iceland, the UK and Luxembourg.

Indonesian poor achievement in the field of ICT is in the same boat with the position of Indonesia in the development of broadband connection. "The State of Broadband 2015" issued by World Broadband Commission in last September, put Indonesia on the 143<sup>rd</sup> position of 191 countries in the world for internet access. This report was made by ITU and UNESCO. In regards to the low position, it was recorded that there were only 17.1% of Indonesian citizens had internet access. Such position is not better compared to other developing countries in which Indonesia was on the 97<sup>th</sup> rank. In the development of broadband, Indonesia is likely to be more prominent in this segment. In the use of broadband with mobile devices and tablets, Indonesia is on the 84<sup>th</sup> position. Nevertheless, Indonesia is still below other ASEAN countries like Singapore which is on the 2<sup>nd</sup> position (156.1%), followed by Malaysia on the 52<sup>nd</sup> position (58.3%), and Thailand on the 26<sup>th</sup> position (79.9%). As for fixed broadband establishment, Indonesia is ranked 133<sup>rd</sup> in which its development level is 1.2%. The rivals over Indonesia are Vietnam in the 94<sup>th</sup> position, and Thailand on the 87<sup>th</sup> position. For the construction of fixed broadband, the first rank is occupied by Monaco, the second rank is achieved by Swiss and it is followed by Denmark in the third position.

Based on the reality described above, the research question was formulated as following: How does ICT Magazine frame the trends and the problems of ICT in Indonesia? On the basis of this research question, the objective of this

research is to figure out the pattern used by ICT Magazine to frame the trends and the problems of ICT in Indonesia.

Everett M. Rogers in his book *Communication Technology; The New Media in Society* (Mulyana, 1999), says that in public relations, there is four eras of communication namely writing era, printed media era, telecommunication media, and interactive communication media. In the current era, computer, videotext and teletext, teleconference, cable TV, and many others have been introduced (Rogers, 1986).

Meanwhile McLuhan (1999) in his book *Understanding Media the Extensions of Man*, suggests that a medium is a message. He considers media as the extensions of a human being, and the different media would represent different messages. Media also create and affect the scope and the forms of relationships, and human activities. The influence of media grows from individual to the community. With the media, every part of the world can be linked into a global community.

The great influence of media upon the communities inspires McLuhan to convey Technology Determinism Theory which initially spread a wave of criticism and allegation. People thought that McLuhan exaggeratedly expressed the influence of the media. Along with the advances in the technology of mass communication, the media already progress well. Today, the media come to our lives faster than ever before, and also shorten the distance among nations. McLuhan notion is no longer viewed as a mere prediction. As an example, it took almost 100 years to evolve from telegraph to telex, but it only took 10 years for the fax to be popular. Six or seven years ago, the internet was still a new thing, but it is inexplicable now.

In the community, it can be seen that the communication technology, especially television, computer, and the internet has taken over some social functions of human being in the community. At any time, we watch a new set of reality in a society in which it is not merely a

space reflecting area life and analogical map, or simulations of a particular community living in the media and the human mind, but space where humans can live in. The mass media is one of the forces exerting influences upon humans in the 21<sup>st</sup> century. Media are all around us. They dominate our lives and even affect our emotions and considerations (Bungin, 2008a).

ICT is a set of technology used in processing, organizing, saving, and manipulating the data through a variety of ways to process and deliver qualified information. It continues to develop as the time elapses. The development of technology is carried out on an ongoing basis to facilitate human life in various fields (Olivia, 2016).

The development of ICT also influences economic development, especially business. One example of the development is the emergence of electronic commerce or E-commerce. E-commerce has all required processes including distribution, sales, purchasing, and marketing of products or services through electronic systems. The other examples of the electronic system are television, the internet, and so on.

ICT provides convenience for the users to access information that is not limited by borders, time and space, and facilitates the manager of information to process, store and distribute information quickly and accurately. ICT could also be used as a means to build a technology based library. Similar to other technologies, ICT is used to help people to achieve their goals. Consequently, optimization and anticipation should be planned well. In addition, ICT as a mean to establish information and communication technology networks in libraries, it would provide great access to the development of science.

The development of ICT also provides career opportunities for the community. The trend of social networks, web sites, and a wide range of applications raises user-interface designer profession concerning with designing the visual display of technology. The development of ICT makes a career that was once elusive becomes easily achieved. In addition, ICT also plays its

roles in commerce.

Robert N. Entman (1993) is one of the experts putting the foundation for framing analysis intended to study the content of the media. The concept of framing was written in an article for the *Journal of Political Communication* and other writings applying the concept in a case study of media coverage. The concept of framing by Entman is used to describe the selection process and highlights certain aspects of reality (Eriyanto, 2001).

According to Entman, framing in the news is done in four different ways. The first is problems definition. This element is regarded as the master of the frame. The second is causes diagnosis. This element is used to frame those regarded as actors in an event. The causes in this case could be 'what' or 'who'. The third is moral judgment making. This framing element is used to justify or provide an argument on the problems that are already defined. The fourth is treatment recommendation. This element is used to justify the definitions.

## **Method**

This is a descriptive qualitative research which applied framing analysis method and constructivism paradigm (Moelong, 2007). Constructivism paradigm believes that there is no objective reality, because it is created through the construction process and particular views (Creswell, 1998; Lowenberg, 1993; Schwandit, 1994). This research sought to describe and summarize various conditions, situations or phenomena of social reality in a society taken as the object of the research, and to lift the reality up to surface as a characteristic, a sign or a description of the particular condition, situation or phenomenon. Thus, the qualitative descriptive format is more appropriate to be used to study the issues that require in-depth analysis such as the study on consumer behaviors, media effects, and the implementation of a policy (Berger, 1967; Bungin 2008b). This format commonly uses sentences that match to the theories in data presentation.

Table 1. Research Unit

No	Edition	Headline
1	No. 36-Year III. August 2015	Oh, internet is highly expensive
2	No. 37-Year III. September 2015	The incursion of foreign workers to ICT sector
3	No. 38-Year III. October 2015	The conflict on online <i>ojek</i>
4	No. 39-Year III. November 2015	Google balloons, for whom?
5	No. 40-Year III. December 2015	Indonesian undercover online prostitution
6	No. 41-Year IV. January 2016	What to do with e-commerce?
7	No. 42-Year IV. February 2016	Jokowi (finally) goes to Silicon Valley
8	No. 43-Year IV. March 2016	Online taxi vs conventional taxi
9	No. 44-Year IV. April 2016	The revision of the electronic information and transaction (EIT) law
10	No. 45-Year IV. May 2016	It's time to reform the broadcasting industry

## Results and Discussion

This section seeks to analyze the way the media frame the trends and the problems of ICT by making use of Robert N. Entman model.

### Internet bill in Indonesia is highly expensive

The cost of internet is different for each region in Indonesia defined in ICT Magazine No. 36-Year III-August 2015 edition with the headline "Oh, Internet is Highly Expensive". The complaints about the price burst out when Djali Gofur delivered his petition to Telkomsel. He was disappointed with the burdensome tariff imposed by Telkomsel in the eastern regions of Indonesia. The petition entitled "Internet for People: Save @Telkomsel @KemenBUMN @kemkominfo".

The difference of price between zone 1 and 12 was doubled or 100 percent. Djali's disenchantment could be seen from the language he used in the petition "Why does Telkomsel discriminate the internet rates in the eastern regions from other regions in Indonesia. We live in the same country (Indonesia), so why should we eat different meals? We speak one language, and we live in one nation and one motherland, Indonesia. So how could we have a different tariff for the internet?"

The expensive rate of the internet was

framed by the media on two major problems. First, the cost spent for deploying Telkomsel network in various regions in Indonesia is different because of the different levels of difficulty, and other cost components required to roll out the network. This statement was conveyed by Adita Irawati, the Vice President of Telkomsel Corporate Communication.

Second, Telkomsel monopolizes the internet service in the eastern parts of Indonesia so that it could impose expensive bill. This view was affirmed by a non-profit organization affiliated with the International Telecommunications Users Group (INTUG). Third, Ketut confessed that Indonesia does not have any rules yet to govern the cost of the data. Thus, the demand to Telkomsel was done by considering the interests of the customers, operators and industry sustainability. The three problems above are considered as the cause diagnosis and moral judgment in the headline framing. Meanwhile the treatment recommendation is that the government has to take a part in regulating the bill by specifying certain restrictions so that people in various regions would be charged at the same rate.

### ICT Sectors are Invaded by Foreign Workers

As a result of the implementation of Asean Economic Community (AEC), Indonesia

is flooded by foreign workers. In this case, Information and Communications Technology sector is the most favored. It becomes the problem defined in ICT Magazine No. 37 -Year III-September 2015 edition with the headline “The Invasion of Foreign Workers to the ICT Sectors”.

Media view this phenomenon on three principal issues. First, the capability of the foreign workers is not better than the local. Many regard Indonesia as a place for ‘work practice’, because most of those are fresh graduate students. Second, the influx of foreign workers brings disadvantage to the country as they come in with business and tourism visas so that they do not pay taxes. This issue is taken as the course diagnosis in media framing. Third, the foreign workers stealing data from the communication operators may lead to unfair competition among vendors. Meanwhile the treatment recommendation of the ICT media framing is that the foreign workers need special qualifications and certification.

### **Conflict of Online Ojek**

Information and communications technology infiltrate the transportation industry. In cities, such as Jakarta, people book their vehicles just by making use of their fingertips. For example, they could apply Uber or GrabTaxi apps to order a car, while for two-wheeled vehicles or motorcycles they could refer to a variety of options, such as Go-Jek, Blue-Jek, LadyJek and others.

The development of ICT raises several problems in Indonesia for which the ICT Magazine No. 38-Year III - October 2015 edition wrote the headline “War of Online Ojek”. The intense competition between online *ojek* becomes the problem defined in the magazine. It occurs when Go-Jek and Grab Bike impose a competitive tariff. The existence of the two *ojek* still remains a large niche. Not surprisingly then Blue-Jack, OjekSy, and LadyJek appear. Then, the need for short distance transportation that is able to run on narrow streets and go through traffic jam makes motorcycle ride (*ojek*) become the first choice.

To get an *ojek*, however, sometimes is not easy. In order to deal with this challenge, online Go-Jek is presented. This first online *ojek* was operated by PT GoJek Indonesian. It attempts to make *ojek* in Jakarta more organized. It is done by presenting mobile application commonly used in Android operation system and iOS based devices. This then becomes the Course Diagnosis on the news analysis. The government, in this case Ahok (the Governor of DKI Jakarta), seems to support online *ojek* that threaten the existence of conventional *ojek*. So, the Treatment Recommendation in the news is “The government Should not Give Priority to Go-Jek”.

### **Balloon Google, which Party is Served?**

Loon Project (Google Balloon) is a project initiated by Google aimed at providing internet service for people around the world that could reach those living in the most isolated area. The functions of this Balloon, however, are not clearly defined for which Indonesian government allows a test flight for one year. The obscurity to whom this Google Balloon is addressed becomes the problem defined in the ICT magazine No.39 Year III - November 2015 edition with the headline “Balloon Google, for Whom?”

The magazine, at least frames several crucial problems related to the Loon Project. First, the Facebook founders give negative comments on the project. Second, the capability of the surveillance to spy on the objects lying beneath could threaten the national security. It is more dangerous than a satellite hidden behind the clouds as Google Balloon would make the objects brighter. Third, the cooperation should not be made to Google as we have already had similar research and development.

In addition, Google is not yet perfect. Then the media also frame that the Goggle Balloon is a sort of business which is not yet clearly specified, and it is not similar to the construction of Palapa Ring fiber optic being tendered by the government. This issue is regarded as the treatment recommendation.

### **Indonesian Undercover Online Prostitution**

The development of ICT in Indonesia apparently raises new problems, because nowadays, the internet in Indonesia is exploited for online prostitution. This problem is taken as the problem defined in ICT Magazine No. 40 Year III-December 2015 edition with the headline "Indonesian Undercover Online Prostitution"

The media see that this problem results from the development of ICT. Even, online prostitution becomes the trending topic lately. The arrest of an artist (NM) and a model (PR) make people believe that offering and using prostitution service now becomes easier because they only need a thumb. The social media today have become the means to offer online prostitution services. For example, on Twitter, it is easy to get the names of agents providing online prostitution services. Dealing with these problems, the media construct several issues by presenting the opinions of some speakers: first, the social media account is owned by individuals so that it is impossible to take an action upon; second, the government focuses on public matters such as those managed and addressed to the public. Thus, the treatment recommendation is that people are asked to inform the responsible body when they find prostitution practice in social media which is considered as a nuisance. Here, it is clearly seen that the government is powerless in countering the online prostitution.

### **E-commerce road map**

The development of ICT brings tremendous impact to the economic aspects of Indonesia. Consequently, the government has to take a part in overseeing the E-Commerce rules in Indonesia. To deal with, Indonesia needs a clear road map to keep the sustainability of e-commerce. This issue is the problem defined in ICT Magazine No. 41-Year IV-January 2016 with the headline "What to Do with E-Commerce?" In its cover story, ICT Magazine wrote that the government has already made a road map for the sustainability of e-commerce in Indonesia.

The moral judgment of this news is the development of e-commerce applies five basic principles including: first, all of the Indonesian citizens should be given an opportunity to access and conduct e-commerce transactions; second, all of the Indonesian citizens should be equipped with the skills and capabilities to take advantages from the economic formation; third, the Termination of Employment (PHK) should be minimized during the process of transition to the Internet-based economy, and the additional job opportunities have to be clean and positive after deducting the impact of creative destruction; fourth, a clear legal framework should be applied to ensure the e-Commerce industry is safe and open, including technology neutrality, transparency, and international consistency; and fifth, the national players (industries), especially startups and SMEs (Small and Medium Enterprises) should be protected. Hence, the treatment recommendation is the progress of national e-Commerce could be made when initiatives are undertaken such as those committed by other countries like China and America.

### **Jokowi (finally) Goes to Silicon Valley**

Silicon Valley is the largest headquarter of information and communication technology in the United States. The media frame that Jokowi's arrival to Silicon Valley is an effort to ask the gigantic companies such as Google, Facebook, Twitter and others to have a contribution in spreading the values of tolerance, moderation and peace. The problem defined in this news has Jokowi visited the headquarters of communications and information technology after being suspended for dealing with the problem of smoke in the middle of 2015. The President talked to the CEOs of Facebook, Google, Plug and Play, and Twitter. The CEOs agreed to cooperate in the development of digital technology. Google commits to holding training for 1000 technopreneurs until 2020. The Treatment of Recommendations in this media framing is "Technology Must Benefit the People" as quoted from Jokowi's statement.

### **Conflict between Online Taxi and Conventional Taxi**

The development of information and communication technology is like a double-edged sword: on one side, it could improve the effectiveness of the work, but on the other hand it could be a threat for those who are still loyal to the conventional pattern. The dispute between the online taxis and the traditional ones is a concrete example of the impacts of technology. The dispute is the problem defined in the ICT Magazine No. 43-Year IV - March 2016 edition with the headline "Online Taxis Vs Conventional Taxis".

The media see that the cause of the conflict (Course Diagnosis) is the taxi drivers demonstrate against government policy allowing the online taxis (Uber and Grab) to operate without requiring any licenses and requirements. This is certainly detrimental to the conventional taxis as they are imposed by several rules such as, taking *Keur* and using a yellow plate. Second, according to the media, the government seems to be negligent in managing online taxis as it does not release any regulation related to it. Third, the media also notice that the operational of online taxis disserves public and land transportation and also contravene the Law No. 22 The year 2009 about Transportation. Fourth, the online taxi drivers do unfair tariff competition. The Treatment Recommendation of the news refers to what is conveyed by Luhut Binsar Panjaitan that online taxis would not be 'stabled' as it would not resolve the problems, and the government expects equal and fair competition between providers of conventional and online taxis. Therefore, there will be particular rules released to manage the two types of taxis.

### **Revision on Electronic Information and Transaction (EIT) Law**

Electronic Information and Transaction Law No. 11 2008 has already caused a lot of casualties for which it gets judicial review frequently. The media positively appraise the

decision taken by the president to do a revision of the law as this would benefit Indonesia in the future. The news on this issue entitled "Revision on EIT Law *Lancar Jaya*".

The media see that this decision is made to develop national trade and economy in order to improve the welfare of the people and improve the effectiveness and efficiency of public services, and to provide greater opportunities to everyone to express ideas and capabilities in the field of information and technology. The Treatment Recommendation of the news is the government proposes that the victims of humiliation act through EIT could send a criminal complaint.

### **It's Time to Reform Broadcasting Industry**

The problem defined in this news is that the media see it as the right time to reform the broadcasting industry. The support from the media is fairly reasonable as now, the government and the House of Representatives are discussing the revision of the Broadcasting Laws and KPI is evaluating the licensing extension of private broadcasting. The reformation is intended to see whether the diversity of content and the diversity of ownership in accordance with the Broadcasting Law have been manifested. It's not new that when the horror films are enthused, all of the TV channels then display horror stories, similarly, when dancing is favored, the others would also televise similar program. Related to the diversity of ownership, the cross-ownership is prohibited by law, but in practice, it still exists.

The process of revision seems to be deliberately covered up by the House of Representatives. The National Committee of Broadcasting Reformation thinks that the people should be suspicious of what is happening in the House of Representatives. Therefore, the committee considers that the only way to eliminate the suspicion is the House of Representatives should hold the revision transparently, and involve the public participation.

### **Conclusion**

Typically, the final goal of the research is

to answer the problems of the research and prove the research purposes. Therefore, based on the findings, and the results of data interpretation, it is concluded that:

First, the high tariff of internet access is framed by the media by presenting their suspiciousness that Telkomsel abuse its dominant position by monopolizing internet service in the Eastern region of Indonesia, and Indonesia does not have any rules to govern the data rates. Thus, the demand to Telkomsel is done based on the interests of the customers, operators and industry sustainability.

Second, related to the headline "ICT Sector is invaded by Foreign Workers", the media frame that the ability of the foreign workers is not better than the domestic ones, but because the company is founded by their country, they seem to own the company. Many of them regard Indonesia as a "field of practice" as those comers are newly graduated. The arrival of the foreign workers brings disadvantage to the state because they come to Indonesia by using business and tourism visas, so they do not pay taxes.

Third, the headline "War of Online *Ojek*" is framed by the media by stating that the Jakarta government under the command of Ahok tends to support online *ojek* threatening the sustainability of the conventional ones so that "Governments Should not Give Priority to Go-Jek".

Fourth, the headline "Balloon Google, for Whom?" is framed by the media by presenting the capability of surveillance to spy on what is underneath should be suspected because this could harm national security, and Indonesia should not cooperate with Google as there is already similar research and development in our country.

Fifth, the headline "Indonesian Undercover Online Prostitution" is framed by the media by writing that the government is negligent because it thinks that the social media accounts are owned by individuals so that it is impossible to take action upon them.

Sixth, the headline "What to Do with E-Commerce?" is framed by stating that the

progress of national e-Commerce could be made when initiatives are undertaken such as those committed by other countries like China and America.

Seventh, the headline "Jokowi (finally) Goes to Silicon Valley" is framed as an effort done by Jokowi to realize "Technology Must Benefit the People". The result is the CEOs agreed to cooperate in the development of digital technology. Google commits to holding training for 1000 technopreneurs until 2020.

Eighth, the headline "The Conflict of Online Taxis and Conventional Taxis" is framed by the media by delivering that the government seems to be negligent in organizing online taxis because it does not make any decisions related to the existence of these sorts of transportation.

Ninth, the headline "Revision on EIT Law *Lancar Jaya*" is framed by the media by stating that the revision is intended to develop national trade and economy in order to improve the welfare of the people and increase the effectiveness and efficiency of public services, and to provide greater opportunities to everyone to express ideas and capabilities in the field of information and technology.

Tenth, the headline "It's Time to Reform Broadcasting Industries" is framed by the media by confirming that it is the right time to reform broadcasting industries because now, the government and the House of Representatives are discussing the revision of the Broadcasting Laws and KPI is evaluating the license extension of private broadcasting. The reformation is intended to see whether the diversity of content and the diversity of ownership in accordance with the Broadcasting Law have been manifested.

Based on the findings and the conclusions, it is recommended to the upcoming researchers to: First, conduct similar studies by applying other framing models. Second, conduct comprehensive studies by using different discourse analysis, content analysis, and approaches. Third, study the independence of the media in publicizing the Trends and the Problems of ICT in Indonesia.



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